

SNOW:

- Staff worked through several snow events this month which impacted commercial flights. With the new equipment, staff reduced when the braking action on the runway is below standards that airlines operate. Beside snow removal, staff performed runway inspections with equipment that measures braking action and then issued a Notice to Airmen (NOTAM) with accurate runway conditions.
- Snow Removal Equipment Building (SREB): Design work continues for the SREB, with Sustainability being invited to give input on the design. Having the Sustainability staff in early helped introduce sustainable goal into the design. One early design could be an all-electric energy building. The design team will study the cost benefit ratio on this idea and present back to the team.



CONTRACT ACT: Flagstaff Pulliam Airport is one of 512 fortunate airports in the United States with a Control Tower. The tower at Flagstaff Pulliam Airport is staffed with contract controllers. These employees are certified the same way as a Federal Aviation Administration (FAA) controller. Currently, FAA controllers are required to retire at the age of 56 and cannot collect their earned Federal Pension if they want to continue as a controller in a Contract Tower. Recently, Senator Inhof of Oklahoma introduced the **Contract Act** which would allow these controllers who are forced to retire to be able to collect their Federal Pension while working in the Contract Tower Program. We have been working with Bob Holmes, our lobbyist, to have Senators Sinema and Kelly to sign onto this bill which currently has over 40 co-signers.

TRANSPORTATION SECURITY ADMINISTRATION (TSA): Flagstaff Airport hosted a weeklong training for TSA screeners from Page, Showlow, and Bullhead Laughlin airports this month. By holding the training in Flagstaff, it reduced travel time of staff at Northern tier airports, who typically would have to drive to Phoenix. Social distancing and masking were in place.

NAU ATHLETES FLYING: NAU Lumberjacks started playing football and we are seeing them in and out of the airport, along with their competition, each weekend.

AIRCRAFT RESCUE FIRE FIGHTERS (ARFF):

- ARFF responded to an aircraft landing with a blown tire. The aircraft landed without incident but did force a runway closure until the aircraft was removed and the runway was inspected.
- Annually, staff fly to Dallas Fort Worth Airport to complete annual refresher training. This training must be at an FAA certified training center, with the closest being at DFW Airport. With the snowstorms delaying two of our staff from flying to DFW, we had to ask the FAA for a 30-day extension on their refresher training. They will be flying out in March 2021 to complete the training.



PARKFLAG:

Program Updates

The ParkFlag paid parking program resumed March 1, 2021. During the short month of February, the Park Flag team alongside internal and external partners, completed many tasks.

- Advertisements were created and published in the Daily Sun, the Flagstaff Business News, and on digital platforms.
- Kiosks were updated, cleaned, and un-hooded.
- Staff uninstalled two credit card only kiosks and replaced them with cash and credit machines.
- Customer accounts in the back-office software were updated.
- Parking Aides continued to reinforce proper parking behavior through mostly warnings.
- Staff also helped clear snow from gazebos in Heritage square.
- ParkFlag staff answered phone calls and met with walk-in customers. We set up 40 + new employee permit accounts and continued to add to the number daily.
- ParkFlag, alongside the Downtown Business Alliance, created a Parking Brochure which includes an updated parking map.



BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECT:

The interpretive signage at Buffalo Park (updated and installed last year) received a new frame, the attractive metal frame (seen right) provided by Artisan Metalworks.



PROJECT UPDATES:

- **Courthouse Art Piece:** Staff and artist finalized display materials for Courthouse with comment feature on Community Forum. Display showing a sample of the piece and an image of what it will look like will be in the Courthouse on display in March. Staff met with the artist, Marie Jones, about details for finalizing the piece.
- **Library Entry:** Staff prepared and conducted a focus group meeting of citizens on February 24 to respond to the artist's preliminary concepts. Design team scored the ramp options and a revised ramp scheme to the Commission on Inclusion and Adaptive Living and received positive feedback. The artist further developed her concept and received feedback from staff and the design team. The art concept will be presented to BPAC on March 8 for feedback.
- **Airport Parking Lot Art Project:** Staff held the second of two Community Focus groups with the artist and conducted a follow-up design team meeting.
- **Downtown Connection Center:** 57 respondents answered the community input survey for the public artists to draw inspiration from. Staff shared the results with the design team and BPAC.
- **Flower Project/Expanded Use of Right-of-Way:** Staff worked on the Scope of Work and procurement process for the 2021 flower program, including elements such as expansion into the Southside. Staff worked with Streets and Parks for call for quotes for large movable planter boxes to use for alley or street closures, etc.
- **Aspen Niche:** Staff weighed strengths of projects with Century Links revised terms and edited contract with Legal and the FUTS lead.
- **Traffic Signal Cabinet Art Wraps:** Staff continue promoting a [survey](#) through the City Facebook and Community Forum pages. 276 people took the survey. The feedback for the project is predominantly positive – for example, 91% of survey respondents said the project piques their interest and brings a smile to their face. We plan on a continuation of the project this year!

OTHER PROGRAM UPDATES:

- **Beautification in Action community grants deadline** is fast approaching on **March 15!** For more information and an application form, click [here](#). Bring your vision to life in Flagstaff.
- **BPAC Strategic Planning:** Staff and the BPAC Chair and Vice Chair met with Julie Lancaster on training and next steps for the Strategic Planning.
- **Rotary Club Outreach:** Staff met with the Club to continue discussions on projects for the Rotary Centennial in Flagstaff.
- **Art Walking and Bike Tours:** Staff refined the bike and walk tours and met with Discover Flagstaff on options for design of these maps.
- **Flagstaff Art Festival:** Staff met with steering group committee members on next steps for planning.

ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

BUSINESS ATTRACTION:

INCENTIVES:

- **The Job Creation Incentive** has had its first successful candidate. Katalyst Space Technologies has been awarded this incentive and may request reimbursement for qualified expenses up to \$15,000, that can be used towards expenses like employee relocation, workforce development and training, or site improvements that provide public benefit. Katalyst recently secured their first contract with the United States Department of Defense and is currently in the process of moving their employees to the Accelerator on Innovation Mesa. Katalyst plans to be fully operational in Flagstaff by the beginning of May and will be starting their summer intern program shortly after in coordination with NAU.
- **The Sustainable Automotive Rebate Program** has had six applications processed to date. *If you know someone in the market for an electric/hybrid/fuel efficient vehicle, please send them my way to learn more about this great program.*
- **Incentive Changes** - Staff has been collecting feedback and comments on how these incentives have been working from various stakeholders and businesses. Staff will be looking to bring minor amendments to Council in April to improve the current incentives and make them more attractive for businesses.

EFFORTS:

Attraction: ECoNA and Staff have been coordinating with several potential employers, over the last three months, to encourage them to choose Flagstaff:

- Several site visits have occurred with a potential manufacturing employer who produces automotive materials for electric vehicles. They have officially signed a lease and will be occupying the former Walgreens distribution center. This employer hopes to be up and running by the end of April and will bring 120 new jobs to the community.
- Recently, a new potential manufacture has shown interest in the former Wispac building and several other properties directly outside of Flagstaff (Bellemont & Leupp). ECoNA, the County, and staff have been working closely with this client to determine what parcels may be the best fit for their new 45,000+ sq. ft. facility.
- Firehouse Subs is entering the Flagstaff market. This attraction effort has been several years in the making. Here is the link to learn more: <https://www.firehousesubs.com/locations/az/flagstaff/>

Airport 31.45 Acre Parcel: The Airport 31.45-acre Master Development has been well on its way! Staff has been meeting with Genterra and we have begun the negotiation process for this parcel's development. Our teams hope is to

have a master development plan in front of Council before summer break. This project's groundbreaking is targeted for the Spring of 2022!

Other Projects: Staff, ECoNA, and NAU have been coordinating to discuss a potential video collaboration, highlighting various new businesses, locations, and available tools. This video would potentially serve as an attraction tool for all the three agencies.

BUSINESS RETENTION & EXPANSION:

JOY CONE COMPANY (JCC): The world's largest manufacturer of ice cream cones is hiring 30 people and looking to expand in Flagstaff which means they will employ almost 170 people! That equates to 170 Flagstaff families that contribute to the viability and resilience of Flagstaff.

NORTHERN ARIZONA COLLABORATIONS: Regional communities have found opportunity in working together.

- Staff participated in the recent meeting with economic development practitioners from Page, Prescott, Chino and Cottonwood to discuss shared concerns and successes.
- As many economic development practitioners also have responsibilities related to tourism, staff will connect with Discover Flagstaff to include Flagstaff tourism in the conversations.

ARIZONA@WORK (A@W) Coconino County Workforce Development Board (WDB): The regularly scheduled meeting occurred with transformational results.

- The Department of Economic Security (DES) has two Business Services Representatives for Flagstaff and a regional Business Services Director. This team of Business Services Representatives will resume chairing the ARIZONA@WORK Coconino County Business Services Team.
- New committees have been formed to focus on the following topics: Workforce Innovation Opportunity Act Education, Initiatives, One-Stop Certification, and Election of A@W-WDB board leadership.

DEPARTMENT OF DEFENSE (DOD) GRANT OPPORTUNITY: The DOD issued a notice of a grant opportunity to build Science, Technology, Engineering, and Math (known collectively as S.T.E.M.) systems relating to work-based learning for all ages among other specifications.

- Staff has contacted a multi-disciplinary team of public and private industry leaders to explore the opportunity and to consider applying.

ADAPTIVE REUSE: Businesses are starting to ask questions about the program designed to assist small businesses to move into existing vacant spaces.

- Staff has been speaking with a business owner interested in the Adaptive Reuse Program. The owner has started submitting material for review with an application forthcoming.

ARIZONA Pre-K ALIGNMENT: Statewide cohorts collaborate to elevate the importance of early childhood care and education on the workforce and the future of Arizona.

- The cohort is planning an Arizona Mayor's Education Roundtable and is currently working to schedule a date and time to produce the greatest number of attendees.

NORTHERN ARIZONA COUNCIL OF GOVERNMENTS (NACOG) REGIONAL COUNCIL: The Regional Council held their regularly scheduled meeting.

- Many new members were introduced at this recent meeting.
- A new Notice of Funding Opportunity (NOFO) was announced from the Economic Development Agency (EDA) to their Build to Scale program to build regional economies through scalable startups through the Venture Challenge and Capital Challenge.
- Community Investment Staff has reached out to regional partners to explore ways to successfully apply to this new program.

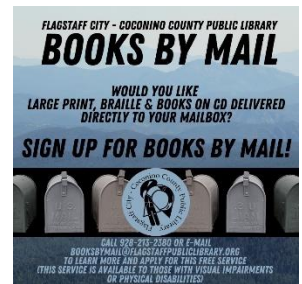


LIBRARY MONTHLY STATS:

	December	January	Difference
Unique Borrowers	2,248	1,967	-12.5%
Curbside Checkouts	17,937	16,616	-7.4%
Phone-in Reference	1,384	1,126	-18.6%
Note: these numbers are a month behind due to reporting timeframes			

NEW SYSTEM: The Library launched its new Integrated Library System (ILS) in February. While the go-live was successful, library staff are still solving issues with the new system -- mostly little. So far, anecdotal feedback has been positive. This migration has had many successes including email & SMS messages, hold pickup notices, and integration of Overdrive & Hoopla with Koha.

BOOKS BY MAIL: The Downtown Library is launching a new Books by Mail service on March 1st. Through this free service, the library will send large print books, braille books, and audiobooks to homebound residents of Coconino County who are otherwise unable to access library materials. This service is open to those with physical or visual disabilities who are eligible to receive these materials postage-free through the "FREE MATTER FOR BLIND OR DISABLED PERSONS" postal provisions. For more information or to start the application process email booksbymail@flagstaffpubliclibrary.org or call 928-213-2380.



COMPUTER PURCHASES: The City Council approved the purchase of new servers (for all libraries) and public access computers (for Page Public Library). This purchase fulfills this year's planned computer replacement cycle for the Library District.

EFCL SEED LIBRARY: Our little seed library rolls out on 3/1 and we got all the final details wrapped up in February. Patrons can "check out" 2 seed packets per visit, just in time to get their spring gardens in order! We encourage patrons to cultivate seeds from their plants and return them to us, but this is not required. We will be working with Master Gardeners at Grow Flagstaff to provide education around seed cultivation in the spring/summer. We have a family gardening kit available for checkout as well with gloves, a soil PH and water meter, books, and educational information/games for kids.

GRANT APPLICATION: Submitted LSTA braille grant request "Braille Collection for the Visually Impaired in Coconino County" to the State Library requesting \$7,000 to be applied toward a braille materials collection accessible from all libraries in Coconino County.

GRANT UPDATE: Submitted LSTA CARES midterm report to State Library as an update to funds application and usage of CARES materials to County Libraries including sneeze guards, thermometers, tents, germ buster kits, virtual programming equipment, etc.

TUBA CITY PUBLIC LIBRARY: Completion of grate install by County Facilities in windows at base of library building to ensure better security.



LODGING METRICS: (From January – Note: we always report a month behind)

- **Occupancy:** 12.6%
- **Average Daily Rate (ADR):** 10.7%
- **Revenue per available room (RevPAR):** 24.7%

Following are the metrics that apply to traditional accommodation for January 2021.

The occupancy and ADR (average daily rate) have been improving YOY, month-by-month, since the low of April '20 and January did not disappoint. There was strong drive-market demand for the high-country of Arizona in the month of January as it compares to previous years. With this comes the responsibility of messaging how we want the public to visit – and the team has done a great job of this as well.

Jan	2020	2021	Diff
OCC	53.1%	59.8%	+12.6%
ADR	\$87.17	\$96.50	+10.7%
RevPAR	\$46.28	\$57.72	+24.7%

VISITOR SERVICES:

- **Model Train:** Model Train ran 69 times in the month of January.
- **Visitor Information:** Provided visitor assistance in person, over the phone and via email while educating visitors on masking requirements. See common questions received below:
 - Where to play in the snow?
 - What's open a Grand Canyon?
 - What local attractions are open?
 - What restaurants are open for dine in or patio service?

- **Chocolate Bingo:** To replace the Chocolate Walk this year, visitor center staff partnered with Downtown Flagstaff on a Chocolate Bingo card to encourage supporting locally owned business in a safe socially distanced way. We had 14 businesses participate in the program.



February	2020	2021	Change	FY20	FY21	Change
Walk-ins	6,145	3,477	-43%	100,725	47,973	-52%
Retail Sales	\$14,356	\$8,571	-40%	\$191,873	\$128,645	-33%
Snowplay Hotline Calls	321	1,006	213%	2,059	4,589	123%

TRAVEL TRADE:

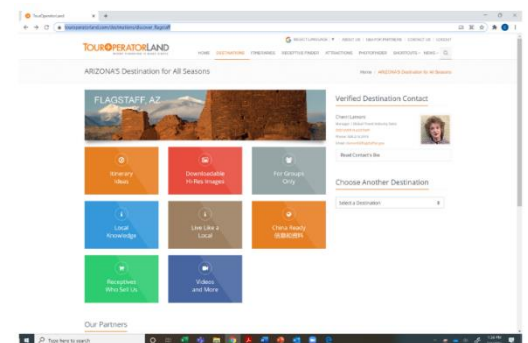
MEETINGS/EVENTS:

- Brand USA Focus on Canada – travel trade updates
- Arizona Office of Tourism Webinar – marketing opportunities
- Educational Webinars | (with) Miles Partnership, Brand USA, Expedia, Travelzoo which provide stats on current state of industry/traveler sentiment
- Visit USA Parks campaign – Writer rescheduled for April/new itinerary/focus on UK & Germany
- Group Dining Guide – Collaboration with Jessica Young to recreate and enhance
- Brand USA Focus on Mexico – educational seminars/updates on the market
- Go West Summit – Pre-Show Educational seminars
- Brand USA Focus on Germany – Market Updates/Travel Trends
- Flagstaff Sister Cities Board Meeting
- Sunrise Tours – Group Lead for April 2021 (18 room nights)
- Educational Webinars w/Connect Travel
- Meeting with French Rep, Olivier Barthez



MARKETING & MEDIA:

- Visit USA Belgium | Webinar/ Destination Training for 60 Belgian Travel Professionals
- TourOperatorland | Edits/Updates to Flagstaff web pages (Attachment is our Landing Page)
- ITB-Berlin Virtual show preparation on Flagstaff exhibitor pages
- Group Tour magazine – editorial submitted



MEETINGS/EVENTS/CONFERENCES:

MEETINGS: Meeting with High Country Conference Center and NAU regarding October conference and It pays to Meet program, CVB assistance with sleeping rooms, and conference materials.

MARKETING & MEDIA RELATIONS: The It pays to Meet in Flagstaff Program was presented to two new groups.

FAMILARIZATION TOURS & EVENT PLANNING:

- Staff attended the Viola Awards Banquet planning meeting. Familiarization
- Staff had call with Fall 2021 conference to assist in planning off site excursions for group.

BOOKINGS: No new booking in the month of January

LEADS: Staff sent out a lead for a total of 700 room nights and estimated economic impact of \$174,300.

MARKETING & MEDIA RELATIONS: (February produced 28 print articles and 235 digital articles.)

FY21 media numbers are still on track even as the February 2021 overall media coverage decreased compared to last year.

In February,

- Museum of Northern Arizona received attention nationally from actor, Ted Danson, as he shared his childhood story of growing up in Flagstaff on a national interview with NPR that broadcast to radio audiences as far as the east coast.
- Mother Road Brewing Co. hit the airwaves showcasing their sustainability efforts with the Conserve and Protect golden ale and their plan to reuse CO2 emissions to carbonate beer.
- Lowell Observatory continues to reach all corners of the globe as an international leader in astronomy with the discovery of Pluto.
- Arizona Snowbowl's Ava the avalanche dog continues to capture the hearts of the media with a steady flow of coverage.
- Flagstaff's February snowfall draws the attention of valley media utilizing the Flagstaff Visitor Center webcam with references to the winter recreation map and snow play hotline.
- Other interesting articles included road trips, outdoor getaways, trails and downtown Flagstaff.

Print (circ: 1m/value: \$10k) Broadcast (reach: 14.5m/value: \$134k) Digital (reach: 547m/value: \$5m)

COVID19 Coverage Related to Flagstaff Tourism (circ: 173k/ Value: \$2k)

International Coverage (circ. 127m/value: \$4.4m)

See below for some article highlights, please enjoy reading them:

Avalanche Rescue Dog in Training Gets to Grips with Deep Snow

<https://www.msn.com/en-us/video/watch/avalanche-rescue-dog-in-training-gets-to-grips-with-deep-snow/vi-BB1dhRPQ>

40 Stunning Photos of National Parks Covered in Snow (Sunset Crater Slide 16/Walnut Canyon Slide #28)

<https://www.msn.com/en-us/travel/tripideas/40-stunning-photos-of-national-parks-covered-in-snow/ss-BB1difa8>

Fun Outdoor Getaways You Can Easily Hit from 30 Cities

<https://www.thrillist.com/travel/nation/best-outdoor-getaways-guide>

Road trip loop: A unique Denver / Las Vegas itinerary

<https://www.msn.com/en-us/travel/tripideas/road-trip-loop-a-unique-denver-las-vegas-itinerary/ar-BB1dpngg>

A Flagstaff brewery makes its suds more sustainable

https://www.azfamily.com/video/a-flagstaff-brewery-makes-its-suds-more-sustainable/video_bc2ee21f-6d9f-5572-bf9e-42f71a5abb17.html?block_id=988333

Celebrate the 91st anniversary of Pluto's discovery

<https://earthsky.org/space/i-heart-pluto-festival-2021-virtual-events-91st-anniversary>

Yes, Pluto Is A Planet Says NASA Scientist at The Site of Its Discovery 91 Years Ago This Week

<https://www.forbes.com/sites/jamiecartereurope/2021/02/15/yes-pluto-is-a-planet-says-nasa-scientist-at-the-site-of-its-discovery-91-years-ago-this-week/>

Downtown Flagstaff to resume paid parking next month

<https://www.sfgate.com/news/article/Downtown-Flagstaff-to-resume-paid-parking-next-15976154.php>

The Appalachian Trail and PCT are just two of the 11 stunning national scenic trails (Arizona Trail/Flagstaff)

<https://matadornetwork.com/read/national-scenic-trails-usa/>

Step back in time at America's most historic downtowns (Flagstaff Slide 6)

<https://www.msn.com/en-us/travel/tripideas/step-back-in-time-at-americas-most-historic-downtowns/ss-BB1cUmji>

WEBSITE:

Data compares year-over-year performance:

- Sessions increased 25% and Unique Page Views increased 19.5%
- Domestic visitation increased 38%: CA up 39%, TX up 4%, NV up 127%; spring training team origin destinations also registered in top 10 such as Washington, IL, CO and Ohio.
- Top landing pages saw a big shift dating from March 2020 and extending through the ongoing pandemic and into this February 2021 report. During this period, "Travel Advisories" had consistently ranked in the Top 5 visited pages. However, for the first time since March 2020, "Travel Advisories" did not rank in top performing pages for February. February's best performing pages were: Webcams led the most visited pages, Things to do was #2, Top 21 Must-Do blog was #3, and Visitor Guide requests was #4 which had a 44% gain.
- Organic and paid search both had increases, average time on page increased 26.54%.

EMAIL CAMPAIGN:

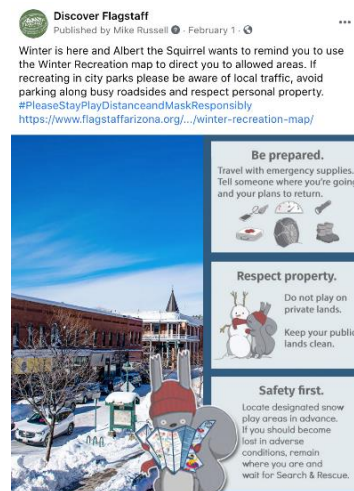
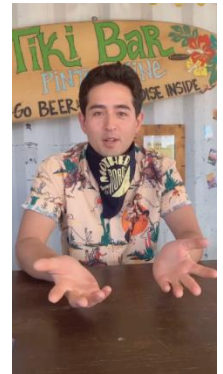
- The month's email campaign resulted in 36 Visitor Guide requests and 22 conversions to the website.
- Content included Lunar Legacy and virtual events supporting Orpheum and Lowell.
- The benchmark for open rate is 10-12% and click-thru-rate benchmark is 3% -- both of which are surpassed in February's email results.

SOCIAL MEDIA:

Data compares year-over-year performance:



- **FACEBOOK** total likes are flat at 92,209. Partial reasoning is more focus has been generated toward the local resident audience on the Flagstaff Local Facebook feed.
- **TWITTER** monthly impressions went down by -41%. All our Beer week posts for this year went to Flagstaff Local due to COVID pivoting.
- **YOUTUBE** -- Beer week video earned 113 views for February. The views are all organic compared to last year's paid ads.
- **INSTAGRAM** is back up with more scenic photos and less branded content, which tends to do better on Instagram.
- **FLAGSTAFF HAPPENINGS** subscriber rate is holding at 6%.
- **BUSINESS MASKING:** UGC images of businesses in Flagstaff providing safe environments with masking.
- **WINTER MESSAGING:** Winter parking recommendations to visitors of Flagstaff.
- **ARIZONA BEER MONTH:** Enacted Insta-Takeovers with our local brewers on the Flagstaff Local Instagram account in effort to promote buying local and recognizing our Leading Craft Beer City.

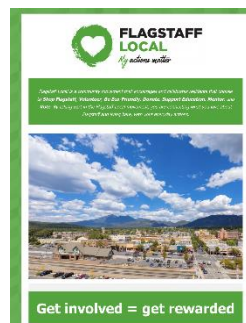


CREATIVE SERVICES:

E-NEWSLETTER: Finalized the first Flag Local e-newsletter

ADVERTISING:

- **OUT OF HOME:** Worked on comps for possible Legends billboard concepts
- **DRIP CAMPAIGN:** Finalized the February drip campaign promoting Discover Flagstaff
- **CHOCOLATE WALK:** Designed the Flagstaff Chocolate Bingo flyer, bingo card, social media graphic, and landing page
- **GREEN BOOK:** Created a landing page for the Green Book tour content and ordered 250 tour brochures for the Visitor Center
- **TRAVEL TRADE:** Created Spring 2021 trade e-newsletter on Constant Contact



- **LOCAL PRINT ADS:** Finalized the March local print and digital ads promoting Flagstaff Local and Staycation

VIDEO:

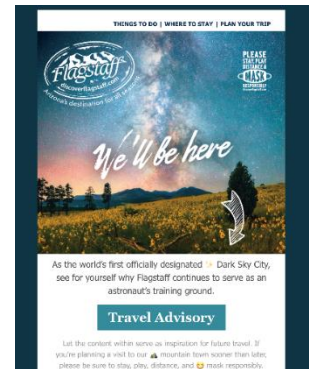
- **NEW CAMPAIGN:** Worked on video animation and map for the “Yep, that’s in Flagstaff” video campaign
- **CITY OF SEVEN WONDERS:** Working on a video concept promoting the City of 7 wonders and Pledge Wild
- **DESTINATION:** Continued work with videographer on the new destination video

WEBSITE:

- **CONTENT:** Updated various pages such as the stakeholder and Lunar Legacy to make sure content is up to date

CITY JOB:

- **PARK FLAG:** Designed 11x17 Park Flag informational posters and Ad Taxi digital ads
- **PARK FLAG:** Designed a 1/4-page AZ Daily Sun ad and a 1/2-page Flagstaff Business News ads for Park Flag
- **CITY JOB:** Created a letterhead design for City Council



THANK YOU for your continued support of the
Economic Vitality Division for the City of Flagstaff!

We work to **enhance your quality of life 365 days a year!!!**